

September 15, 2011

All Editors of NBA

Re: Non-compliance of use of word “file” while using archival footage

As per Guideline No. 1.4 of the “**Specific guidelines covering reportage**” dated 10-02-2009 and Guideline No. 5(b) of the “**Guidelines for telecast of news during emergency situations**” dated 18-12-2008, in order to ensure accuracy in reporting, it is provided that all archival material should be clearly labeled “**file**” and preferably also state date and time of initial broadcast.

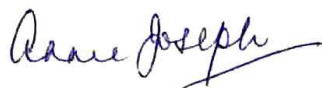
The Authority has observed that this criteria laid down in the aforementioned Guidelines is being blatantly violated by the Member broadcasters. This violation is happening in most of the regularly scheduled news bulletins and also in news & current affairs programmes. This violation is happening almost daily. However, it may be worth mentioning a few recent instances relating to the bomb blasts in Mumbai, Delhi, and the coverage of Anna Hazare fast which lasted for almost 12 days. The continuous reporting of these news items using both fresh and archival footage resulted in confusion amongst the viewers since archival footage was used by broadcasters without being labeled “file”.

Such irresponsible reporting by member broadcasters, especially while reporting sensitive matters and even otherwise, needs to be looked into seriously. The archival material used has to be marked “**file**” to differentiate between fresh and archival footage, in order not to mislead or confuse viewers.

The Authority has decided that editors be advised that all archival material is required to be labeled “**file**” and **wherever practicable the date and time of the initial broadcast is also required to be given**. Non compliance of this Advisory would lead to action by the Authority.

Kindly circulate this Advisory to all the **producers** of your channel (s) and also give them a copy each of the “**Specific guidelines covering reportage**” & “**Guidelines for telecast of news during emergency situations**” to ensure compliance therewith. Copies of the relevant Guidelines are attached.

Kindly acknowledge & report compliance.



Annie Joseph
For & on behalf of the
News Broadcasting Standards Authority

Encl: As above

*CC: All Members & Legal heads of NBA
Chairperson & Members of NBSA*